<u>PREL 4316 (003)</u> Public Relations Campaigns
The University of Texas at Arlington
Fall Semester 2018
Tue-Thu: 2:00-3:20 p.m.

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Course Readings:
Reading material will be assigned and provided in class or via Blackboard during the semester.

Overview
This course simulates what it's like to work at a public relations agency on an account team for one core client. The curriculum, exercises and campaign components are designed to reflect the actual process that professional communicators go through in building a strategic plan and implementing a program. Each account will have a real client to work with on a real communication challenge. And, since we do have a real client, you are expected to conduct yourself in a professional manner in all interactions including those with your client, with me and with your teammates. The emphasis of this course is on the various campaign components as well as professional development event management and presentation skills.

This is a service learning course! Service learning is a type of experiential learning that engages students in service within the community as an integrated and strategic aspect of the course. Your clients are community partners that need help with a program. The service learning experience allows for you as the student to volunteer your time with the community organization for a deeper understanding of the issues, situation and potential solutions as well to provide invaluable service. To provide read-world solutions and programs, we must ingrain ourselves in our client's world.

Since this is the final course necessary for graduation with a public relations degree from the University of Texas at Arlington, my goal is to help prepare you to think through, create and execute an actionable communication program. I want you to have fun and be challenged by the process of generating ideas and helping our community partners accomplish goals.

Course Description
PREL 4316 Public Relations Campaigns. This course is the capstone course for public relations majors combining knowledge acquired in previous public relations courses. Students will have the opportunity to demonstrate critical thinking, creativity and writing abilities while executing a public relations campaign for a client through a service learning experience. The course is a combination of student-led group work and instructor guidance.

Student Learning Outcomes
At the completion of the course, students should be able to:
- Understand and complete the components of a communication plan/client pitch
- Critically analyze and use research and insights to develop a public relations strategy
- Work successfully with a team on behalf of a project
- Learn how to think through and analyze the audience to successfully reach them
- Communicate, counsel and present to a client
- Understand and articulate the community partners' mission, goals and services
- Provide invaluable support, service and solutions to community partner
- Understand how to successfully work in a communication agency environment

COURSE POLICIES

Attendance/Participation:
At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. **Attendance is expected for this course. I expect students to attend classes on time, be fully prepared and participate in activities, group work and discussions. Your team is counting on you! Missing more than two classes during the semester sends the message that you are not serious about your career or this course and will result in grade reduction. Beginning with the third unexcused absence, students will drop a full letter grade (no A, no exceptions). Two late arrivals equal one absence. Being late to work is not professional. You should not miss this class and you should not miss any other classes because of this class. It is advised to avoid scheduling work shifts, interviews, routine appointments, vacations or other avoidable appointments during class time. For university related activities or serious situations related to yourself or family, documentation must be provided in a timely manner.**

Electronic Communication
Assignments and communications for this course will be through Blackboard. Please ensure you have access and refer to Blackboard regularly. UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Drop Policy
Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit http://www.uta.edu/news/info/campus-carry/

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit http://www.uta.edu/sfs.

Final Review Week
A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations

constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures
Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, located to the left of the front class room door. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of **a letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** http://www.uta.edu/disability/ or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Title IX Policy: The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit* www.uta.edu/titleIX or contact Ms. Michelle Willbanks, Title IX Coordinator at (817) 272-4585 or titleix@uta.edu

Make-up Exam policy
A student will be allowed to make up exams with a valid, university-approved excuse. Upon returning to class, the student needs to present university-approved documentation before an exam can be rescheduled. Exams should be made up as soon as possible. Approved documentation includes but not limited to the: notice from the university (university-sponsored activities), a court or legal document noting date and time, medical documentation noting date and time, a letter written on letterhead stationery from a counselor, religious leader or employer. Grade Grievance Policy: The University of Texas at Arlington Grade Grievance Policy will be followed. The Policy is available in the Undergraduate Catalog available at: http://www.uta.edu/catalog/general/adaemicreg.

Academic Integrity
Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

> *I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University.

Student Support Services
UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at http://www.uta.edu/studentsuccess/success-programs/programs/resource-hotline.php

Counseling and Psychological Services (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.

Library & Research Assistance: University-level research requires university-level sources. Appropriate sources include scholarly and peer-reviewed journal articles, scholarly books, and credible news magazines and newspapers. The UTA Library http://library.uta.edu/offers a plethora of resources and subject specialists to help you select and locate appropriate sources. Find library staff at the Service Zone on the first floor of the UTA Central Library, by phone at (817) 272-3395, by text at (817) 727-8395, email at AskUs@uta.edu, or the chat widget on the library's homepage. For a list of useful guides to help you start your research, visit: http://libguides.uta.edu/

COURSEWORK AND GRADING

The coursework during the semester will consist of campaign assignments, journal reflections, a communication plan, client proposal/presentation, event execution and client/peer evaluations.

Weekly Activity Reports: Just like real agencies do for their clients, you will complete and turn in a weekly activity report of your team's activities. The report is to show how your campaign is moving forward, but it's also designed to hold team members accountable for their roles and work. A template for the report will be created by each team and approved. Every team member will need to manage the activity report during the semester (at least twice) – teams will need to assign weeks. Reports are due (via Blackboard) every Friday by 5 pm (CST).

Journal Reflections: Throughout the semester, you will be given prompts to provide personal reflection on the service learning experience, group experience and overall campaign process. These reflections are important in providing feedback and will be confidential between you and instructor.

Campaign Assignments: You will be a given a series of assignments as you work to develop your communication plan and program execution. These assignments are purposeful and will help you build the strategy for your client. They will also help guide your thinking and feedback. Assignments will be a mix of individual assignments and group assignments so it's in your best interest to ensure they all get done! Instructions may be given verbally in class for some assignments so plan to be in class. Some of these assignments will be impromptu – that is, you will not find them on the syllabus and they will "pop up" just like in the real world.

Client Proposal/Presentation: Each account team will create a proposal and pitch for the client. The team will pitch ideas for an event/program which the team will then execute based on the clients' feedback and choice. The presentation may be in person or via video meeting. This grade is both a written plan and presentation grade.

Program Execution: Depending on your client's needs, your account team will execute an event or program during the semester. You will be graded on this execution with specific attention on reaching target audience, program goals and client satisfaction. This grade will consist of written materials/execution plan and the actual execution of the event.

Client Evaluation: The client will complete an assessment and provide feedback on your program and your work. This will help show you how clients evaluate plans, ideas and results and will provide a way for us to reflect on the work this semester.

Peer Evaluation: Each student will complete an honest evaluation of each teammate on the account team.

Grading:

Students will be evaluated in this course based on:

Weekly Activity Reports (10)	10%
Individual Assignments/Journals	20%
Group Assignments	15%
Communication Proposal and Presentation	20%
Client Event	25%
Peer Evaluation	5%
Client Evaluation	5%
TOTAL	**100%**

Your Final grade will be based on the following grading scale:

A=90-100   D=60-69
B=80-89   F=0-59
C=70-79

Late assignments receive a deduction of 30 points immediately and an additional 30 points for *every day* late after the deadline. Don't be late with assignments!

Electronic Devices
The *appropriate* use of communication technology is accepted in this course. However, prior approval of the use of electronics is required. Please read carefully.

1. The use of a cell phone by a student is unacceptable during lecture, discussion or group work**.** It is not acceptable to send or receive a text, place or receive a telephone call, be on any form of social media. It's disrespectful to me and tells me you are not serious about your career.

2. The use of laptops or other mobile media (yours or the university's) to do anything other than take class notes, locate class dictated data or other professor approved access is unacceptable. Please do not work on assignments for other classes in this course.

3. You may request an exception from the professor prior to the start of class for special circumstances such as you are on an organ transplant waiting list, your child is ill or other very special situations. Otherwise respect our one hour and 20-minute class time and handle your business at another time.

If you choose to violate the electronics policy expect the following:
1. First Violation: a warning.
2. Second Violation: you will be asked to leave class and receive an absence for the day.
3. Third and any subsequent violations: absence and grade reduction on final grade (5 points per violation).

Since this a senior-level, required-for-graduation public relations course, the expectations are high. Expectations for this course include:

- **Arrive to class on time and prepared** – in a real job you can be fired for being late and clients do not tolerate agencies who don't do their homework
- **Do your job** – if you can't complete the role you are given, you will have a tough time earning the trust of any manager or even keep your job
- **Be a team player** – companies do not want to hire people that can't work with others. Don't be the person that nobody wants to work with.
- **Pay attention to details** – clients do not want to hire communicators that make continuous mistakes
- **Be flexible** – you will have to schedule time to meet with your team outside of class. Everyone has responsibilities so be respectful and don't procrastinate so you aren't putting teammates in a bind.
- **Focus, focus, focus** – eliminate distractions such as cell phones, electronic devices and chatty gossip during class and group time. Distractions hinder creativity and are disrespectful to those around you.
- **Share your talents** – not everyone will be strong in every area of campaign development. Share your strengths with your team and don't be afraid to learn/try new things.
- **Be curious –** much of developing a strategic plan is diving into the client's industry and critically thinking about the opportunities and how to get there. You may not be the target audience or be familiar with the organization so enjoy the process of stretching your mind!
- **Recognize that people matter** – you are not alone in this project. Some of your best moments in your career will be because of the people around you even when the work is challenging!
- **Have fun** – this is really, cool stuff! Join me in the exciting and creative world of communication program building and storytelling!

The Project Teams
The class will be divided into 3 account teams depending on the number of students enrolled in the course. The teams will simulate true working project teams within an agency. Each team is responsible for planning, creating and presenting a program idea to a client.

Below are the roles that will may filled on each team depending on expertise and client need. You will apply to be hired in one the following positions through an exercise at the beginning of the semester. You will identify your top choices, and I will select the final team roles. This does not mean that only one person is responsible for this area, but that one person is providing leadership in delegating and ensuring the work is done. The project manager for each team is the "liaison" for the team to the instructor and the client and will have periodic meetings with me on progress in addition to team meetings.

> **Project manager**: The project manager is the client liaison and keeps the group moving forward. This person is organized and driven to meet deadlines. The project manager will track the tasks of the group and ensure the assignments and plan are completed on time for the client. Project managers know how to work well with all personalities and motivate teammates. This person is the main liaison with the client so should be a strong communicator.
> **Research and insights manager:** The research and insights manager is the strategic thinker of the group. This person likes to look at problems and figure out how to get background info (research) to come to a good solution. The research and insights manager uses insights to help work to the best strategy.
> **Public relations manager:** The public relations manager is responsible for all the outreach and promotion related to the client program/event. The position will work in coordination with the content and social media managers to ensure messages are aligned and integrated and will spearhead all event publicity.
> **Social media manager:** The social media manager is a digital and social guru. This person knows all the social media platforms and how to navigate online. The social media manager will help uncover insights online and provide ideas on how to reach the target audience while creating social media content for the client. This person also must work closely with university staff who have access to official social channels.
> **Content manager:** The content manager is the storyteller or idea generator who can help create interesting themes, stories, messages and angles. This person is creative and in tune with what's going on in the world to know what will resonate if pitched to media outlets or shared with consumers.
> **Event manager:** The event manager is the project manager and organizer of the event. This position will delegate tasks of the event and keep it organized and on track. The event manager will work closely with the project manager on the overall event plan.
> **Creative/Graphics manager:** (Optional) The creative/graphics manager needs to have graphic abilities. This person will oversee design and create any materials or graphics needed for the presentation, promotion or client program/event. This position may not be filled depending on skills and number of team members.

Let me reiterate – the manager is just the lead and point person for these areas. That means everyone has an opportunity to lead and the WHOLE account team will plan and execute the client program TOGETHER. All roles are important, and nobody can fly under the radar in this course. If one area or person fails, the account team fails. If the person responsible for turning in the assignment is late, the whole account team is deducted. There can be NO weak link in your account team – or it will be obvious. Supporting each other and communicating is the best way to be successful.

Course Schedule – *As of August 16, 2018*

Week	Day	Topic and In-Class Discussion/Activities	Reading/Preparation	DUE
PREL 4316 – Public Relations Campaigns				
1	Aug 23	Course overview & syllabus • Introductions and expectations • Class Agency • Advisory Agency Initiative • Clients Overview		
2	Aug 28	Client Projects/Account Role Discussions	**Read: How Cal State Fullerton public relations students put on a pro-level event**	**Due: Account/Role applications – *Due Aug 29 at 12:00 (noon) pm***
	Aug 30	Account Team and Client Assignments • Teambuilding exercise • Client background prep • Create agency intro slides		
3	Sept. 4	Client Background	**Read: 3 Steps to Creating the Perfect PR Campaign**	**Due: Journal #1 + Agency Intro Deck** **Weekly Reports Begin This Week (Due every Friday at 5:00 pm)**
	Sept. 6	Client Intro Meetings/Advisory Agency Meetings		**Due: Client Backgrounder**
4	Sept. 11	Client Intro Meetings/Advisory Agency Meetings		
	Sept. 13	Group Debrief/Research		
5	Sept. 18	Research	**Read: 10 Ways to Humanize Your Brand Through Storytelling (Blackboard)**	
	Sept. 20		**Read: 10 Tricks to Find the Perfect Hashtags (Blackboard)**	**Due: Research**
6	Sept. 25	Research/Proposal Development		
	Sept. 27	Proposal Development	**Read: 10 Things Great Social Campaigns Have in Common (Blackboard)**	**Due: Strategy + Tactics/Ideas**
7	Oct. 2	Proposal Development		**Due: Journal #2**
	Oct. 4	Proposal Development/ Client Presentations		**Due: Client Proposal**
8	Oct. 9	Client Presentations		
	Oct. 11	Execution Plans		

9	Oct. 16	Campaign Planning		Due: Workback
	Oct. 18			
10	Oct. 23	**Comm Day – group work time as needed**		
	Oct. 25	Campaign Planning		Due: Adobe Spark
11	Oct. 30	Campaign Planning		
	Nov. 1			Due: Journal #3
12	Nov. 6	Campaign Planning		
	Nov. 8			Due: Event Materials
13	Nov. 13	Campaign Planning		
	Nov. 15	Event Day		Last Weekly Report Due (11/16)
14	Nov. 20	No Class		
	Nov. 22	Happy Thanksgiving! - No Class		
15	Nov. 27	Event Recap Reports/Lessons Learned		Due: Peer Evaluations and Blog Post
	Nov. 29	Event Recap Reports/Lessons Learned		Due: Event Recap Report
16	Dec. 4	Last class day		Due: Journal #4 and Course Survey (Blackboard)

As the instructor of this course, I reserve the right to adjust this schedule in any way that serves the students enrolled in this course, and certainly to ensure we have adequate time for discussions and preparation.

Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911.